

### REMARKS

The undersigned wishes to thank Examiner Davis for her courtesies extended during the telephone interview of March 30, 2004. During that interview, the undersigned agreed to amend independent claim 1 by adding the limitations of claim 8 thereto, and to amend independent claim 12 by adding the limitations of claim 17 thereto. It is believed that by adding these limitations, claims 1-7 and 9-16 are patentable and in condition for allowance.

Claims 1-7 and 9-16 are currently pending in this application. Claims 1 and 12 have been amended to include the limitations of dependent claims 8 and 17, respectively. Claims 8, 17, and 18 have been canceled. Support for all amendments may be found in the specification and drawings as originally filed. No new matter has been added.

#### Rejections Under 35 U.S.C. § 102(b)

Claims 1-7, 11, 13-16 and 18 stand rejected under 35 U.S.C. § 102(b), as being anticipated by \$100,000 Reward: Missing Downtown Eastside Women Poster (hereinafter "Reward Poster"). Claim 1 was amended as recommended by Examiner Davis to further specify that the Applicant is claiming the autograph area contains a signature of a celebrity and an autograph of the same celebrity. Claim 12 was amended in a similar manner to indicate that the Applicant is claiming the autograph area contains an individual's signature and photograph which is different from the missing person. Based upon the amendments to claims 1 and 12, claims 1-7, 11, and 13-16 are not anticipated nor obviated by the Reward Poster. In view of the foregoing amendments, Applicant respectfully requests reconsideration of the Examiner's rejection of claims 1-7, 11, 13-16 and 18.

#### Rejections Under 35 U.S.C. § 103(a)

Claims 1-9 and 11-18 stand rejected under 35 U.S.C. § 103(a) for obviousness over U.S. Patent No. 2,395,804 to De Gruchy (hereinafter "De Gruchy"). Claim 10 stands rejected under 35 U.S.C. § 103(a) for obviousness over De Gruchy in view of U.S. Patent No. 5,983,537 to Johnson.

Amended independent claim 1 is directed to an apparatus for facilitating locating a missing person. The apparatus includes a body containing a writing surface. The body has a first side and a second side. The writing surface is on the first side and includes indicia relating to a missing person and an area for an autograph portion. The autograph portion includes an area for the individual's signature and the individual's photograph, which is different than that of the missing person.

Amended independent claim 12 is directed to a method for assisting to locate a missing person. The method includes the steps of providing a body and, providing on the body, a likeness of the missing person, vital statistic information of the missing person, reward information, sponsorship information, and an autograph portion including an area for the individual's signature and the individual's photograph, which is different than that of the missing person.

De Gruchy discloses an identification card for documentation security purposes that is permanent and tamper proof. The card may include a photograph, a signature, as well as a fingerprint of the individual who is the owner of the identification card. The backside of the card can be used to include information describing the owner of the identification card.

De Gruchy clearly does not teach or suggest an apparatus or method for locating a missing person. In particular, De Gruchy does not teach or suggest an apparatus or method wherein an autograph portion contains a signature and photograph of an individual different than that of the missing person as in amended independent claims 1 and 12.

Claims 2-9, 11, and 13-16 depend from, and add further limitations to, independent claims 1 and 12, respectively, and are deemed to be allowable for the reasons set forth in connection with independent claims 1 and 12, respectively. The Johnson patent does not overcome the deficiencies of the De Gruchy patent. Reconsideration of the rejections of claims 1-7 and 9-16 is respectfully requested.

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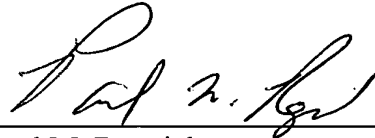
Conclusion

In view of the foregoing, reconsideration of the Examiner's rejections and allowance of pending claims 1-7 and 9-16 are respectfully requested.

Respectfully submitted,

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